

“David W. Johnson offers a penetrating analysis of today’s crisis, and tells us exactly what needs to be done to liberate our innovative potential for better patient care.”

—Toby Cosgrove, Cleveland Clinic



David W. Johnson  
CEO, 4sight Health

[4sighthealth.com](http://4sighthealth.com)

## Takeaway Strategies

**Discover** strategies to thrive in a value-based healthcare industry.

**Identify** ways to succeed in healthcare’s customer revolution.

**See** the path to smarter, kinder, affordable care for all Americans.

## Why This Matters

“We have an obligation as healthcare leaders to deliver less expensive care with better outcomes. In *The Customer Revolution in Healthcare*, Dave Johnson boldly calls us out for failing to meet that obligation. He’s right, and it’s time for us to act boldly to make care more affordable for the people who depend on us for their health.”

—Marc A. Harrison, MD, President & CEO  
Intermountain Healthcare

# Empower your audience to join the healthcare revolution!

## Book David W. Johnson’s Keynote

The Customer Revolution in Healthcare: Forces Driving Industry Transformation for Better Health

## Key Concepts for Audiences

**Learn** how fundamental flaws created the Healthcare Industrial Complex™ that robbed Americans of wage increases, and caused America’s opioid crisis.

**Realize** how empowered customers, liberated data, new payment models, and pro-market regulations are now revolutionizing the industry.

**Discover** how revolutionary upstarts and forward-thinking incumbents are already transforming the industry.

**Understand** the case for market-oriented and consumer-driven universal insurance coverage.

**Discern** how to create an American health system that benefits patients and grows companies, rather than profiting from disease.

**Bring the healthcare revolution to your next event.**

To book David W. Johnson, please call Lindsay Morrison at 773-301-4634 or email [info@4sighthealth.com](mailto:info@4sighthealth.com).

## Recent Appearances

### David W. Johnson works with healthcare rebels to bring customer-centric solutions to market.

David W. Johnson applies his 25+ years of investment banking in healthcare to push industry change through incumbent and upstart organizations.

Johnson founded 4sight Health, a strategic advisory and thought leadership company, to push change so Americans receive better care and health.

Johnson's English degree, African Peace Corp service, and Master's in Public Policy from Harvard's Kennedy School provide a unique perspective on the economics and purpose of this industry.



## GET DAVID W. JOHNSON'S LATEST BOOK

### *The Customer Revolution in Healthcare: Delivering Kinder, Smarter, Affordable Care for All*

"David Johnson pushes the provocative boundaries of our industry's reality in ways that bring new thinking into sharp focus. His undying effort to help leaders see the long game and take action is exactly the wake-up call we need."

—Julie Murchinson, CEO, Health Evolution



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## Bring the healthcare revolution to your team.

Book David W. Johnson at 773-301-4634  
or email [info@4sighthealth.com](mailto:info@4sighthealth.com)